

SPECIMEN NO 539 A

a

Standard

c

A BERTHOLD TYPE FACE

made in Germany by  
Berthold Type Foundry  
Berlin / W. Germany



b

LIGHT

STANDARD

ITALIC

MEDIUM

MEDIUM ITALIC

BOLD

EXTRALIGHT EXTENDED

LIGHT EXTENDED

EXTENDED

EXTRABOLD EXTENDED

LIGHT CONDENSED

CONDENSED

MEDIUM CONDENSED

BOLD CONDENSED

EXTRABOLD CONDENSED

Imported and distributed by:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz / & \$

1234567890 . , - : ; ' ! ? » « ( )

## Standard Light

6 point no. 381377

28×A 58×a 26×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but afterwards it was neglected for some time because its true value was not appreciated. Perhaps austere beauty is the very essence of a good Grotesque type, and therefore only those designs will be of lasting appeal, which most nearly approximate  
HIGHEST GRADE QUALITY BOOKS AND MAGAZINES

8 point no. 381377a

26×A 52×a 23×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but afterwards it was neglected for some time because its true value was not appreciated. Perhaps austere beauty is the very essence of  
EFFECTIVE BORDERS FOR MODERN PRINTERS

10 point no. 381379

23×A 45×a 17×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but  
ORIGIN OF THE VARIOUS ALPHABETS

18 point no. 381383

10×A 22×a 10×1

Amid one of the world's great collections of priceless art of the past, at the Corcoran Gallery of Art, the work of more than 100 internationally known designers and architects of today is on display. The dominant note in the collection is the extensive use  
THE GALLERY EXHIBITS REINFORCED PLASTICS

24 point no. 381384

9×A 16×a 8×1

Four pages of illustrations and typographic designs  
Manufacturers of a fine Litho and Letterpress Inks  
Head of the Department of Graphic Reproductions  
RESEARCH IN RELATION TO PRINTINGS

12 point no. 381380

19×A 39×a 13×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but afterwards it was neglected for some time because its true value was not appreciated. Perhaps austere beauty is the very essence of a good Grotesque type, and therefore only those designs will be of lasting appeal, which most  
ARCHITECTURAL PHOTOGRAVURE

14 point no. 381381

16×A 33×a 12×1

The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but afterwards it was neglected for some time because its true value was not appreciated. Perhaps austere beauty is the  
PIONEER OF TWIN WIRE PAPER

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z / & \$ ( )

1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » «

## Standard

6 point small no. 380760

29xA 55xA 26x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity

NEW OIL REFINERIES IN COYRTON AND FOLKESTONE

6 point large no. 380761

26xA 51xA 24x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken

MODERN TECHNICAL EDUCATION IN ENGLAND

8 point no. 380761a

24xA 48xA 21x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this

AT PRESENT MANUFACTURED AND PACKED

10 point no. 380763

22xA 40xA 17x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that

WORLD EXHIBITION IN NEW YORK

12 point no. 380764

17xA 34xA 13x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful

AN AMERICAN PRODUCTION

36 point no. 380771

Some scientific instruments  
ELECTRONIC FACTORY

48 point no. 380772

Periscoping the World  
BOARD OF TRADE

14 point no. 380765

16xA 30xA 11x1

Redeployment is a word much used  
in recent years in discussions about  
ENGLISH COTTON INDUSTRY

18 point no. 380767

10xA 20xA 8x1

However it is neither in this  
sense nor to this typefaces  
OVERSEAS JOURNAL

24 point small no. 380768

8xA 15xA 8x1

Fun for everybody in this  
new basement playroom  
BANK OF NORWICH

24 point large no. 380769

6xA 12xA 7x1

The name of quality  
MOTOR BICYCLE

30 point no. 380770

6xA 11xA 5x1

Overland Touring  
TURF REVIEW

4xA 9xA 4x1

3xA 6xA 3x1

*A B C D E F G H I J K L M*  
*N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p*  
*q r s t u v w x y z / & \$*  
*1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » « ( )*

## Standard Italic

8 point no. 303663 A

24xA 50xA 22x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an ideal alphabet based, fantastically, on the measurements of the human body. One hundred and sixty-three years later Louis XIV of France established a royal commission to determine the*  
MOST REMARKABLE PRODUCTIONS EXHIBITED

10 point no. 303665 A

22xA 46xA 17x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an ideal alphabet based, fantastically, on the measurements of the human body.*  
EXHIBITIONS OF PRINTING MACHINES

12 point no. 303667 A

18xA 37xA 15x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an*  
IMPORT OF SILK AND COTTON

14 point no. 303668 A

14xA 28xA 12x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an*  
EXCELSIOR FEATHERWEIGHT

18 point no. 303670 A

9xA 18xA 10x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Tory*  
CONSULATE GENERAL

24 point small no. 303671 A

8xA 15xA 8x1

*Fun for everybody in this new basement playroom*  
BANK OF NORWICH

24 point large no. 303672 A

6xA 12xA 7x1

*International Amusement Bureau Limited*  
GRAND MORNING PERFORMANCE

30 point no. 303673 A

5xA 10xA 6x1

*Remarkable scheme for the Public*  
EXHIBITION OF DANISH ART

36 point no. 303674 A

4xA 8xA 5x1

*Films about North Africa 6*  
ELECTRONIC FACTORY

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p**  
**q r s t u v w x y z / & \$ ( )**  
**1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » «**

## Standard Medium

6 point small no. 38 26 31

28×A 48×a 28×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful outlines  
AN ADVICE TO THE RISING PROFESSIONAL MAN 123

6 point large no. 38 26 32

24×A 44×a 24×1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and  
THE CHAMPION PAPER AND FIBRE COMPANY

8 point no. 38 26 33

22×A 44×a 19×1

The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century  
LIGHT SOURCES FOR COLOR MATCHING

10 point no. 38 26 34

21×A 39×a 15×1

The Standard, designed by the Berthold Foundry, originated in the last years of the  
NEW FURNITURE FOR THE EXPORT

12 point no. 38 26 36

17×A 32×a 12×1

Standard Series, designed by the Berthold Foundry, originated in the  
FIRST TELEGRAPH COMPANY

42 point no. 38 26 43

General Export Agents  
CHEMICAL INDUSTRY

60 point no. 38 26 44

3×A 5×a 3×1

Portland Cement  
IRON AND STEEL

72 point no. 38 26 45

3×A 5×a 3×1

United States

14 point no. 38 26 37

15×A 28×a 11×1

Dominion and Colonial Produces  
AMERICAN YACHTING CLUB

18 point no. 38 26 39

9×A 17×a 9×1

Excelsior Featherweight  
LITERARY CLUB RYDE

24 point small no. 38 26 40

8×A 12×a 7×1

Festival of Scotland  
GARDEN SCENE

24 point large no. 38 26 41

6×A 10×a 5×1

Motor Exhibition  
POWERHOUSE

30 point no. 38 26 42

5×A 9×a 5×1

New products  
RADIOGRAM

4×A 7×a 4×1

**A B C D E F G H I J K L M**

**N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p**

**q r s t u v w x y z / & \$**

**1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » « ( )**

## **Standard Medium Italic**

8 point no. 303703 A

23xA 49xA 20x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an ideal alphabet based, fantastically, on the measurements of the human body. One hundred and sixty-three years later Louis XIV of France established a royal commission to*  
**EFFECTIVE BORDERS FOR MODERN PRINTERS**

10 point no. 303705 A

20xA 42xA 15x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an ideal alphabet based, fantastically, on the measurements of the*  
**NEW FURNITURE FOR THE EXPORT**

12 point no. 303707 A

16xA 34xA 12x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an ideal alphabet based, fantastically, on the measurements of the*  
**FIRST TELEGRAPH COMPANY**

14 point no. 303708 A

13xA 26xA 11x1

*From time to time attempts have been made to select a best possible letter for printing. As early as 1529 Geoffroy Tory laid down specifications for an ideal alphabet based, fantastically, on the measurements of the*  
**AMERICAN YACHTING CLUB**

18 point no. 303710 A

8xA 17xA 8x1

*The result, achieved after fifty-three years of labor, was the famous Romain du Roi, but despite its merits*  
**OVERSEAS JOURNAL**

24 point small no. 303711 A

6xA 11xA 7x1

**Warehouse Article  
Finest Production  
BEST EXHIBITS**

24 point large no. 303712 A

5xA 10xA 5x1

**Metropolis of the British Empire  
THE ENVIRONS OF LONDON**

30 point no. 303713 A

4xA 8xA 4x1

**Joint export import agency  
FIRST TIME IN AMERICA**

42 point no. 303714 A

3xA 6xA 4x1

**High-class magazines  
LINE OF BUSINESS**

**A B C D E F G H I J K L M**

**N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q**

**r s t u v w x y z / & \$ » « ( )**

**1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ?**

## Standard Bold

6 point no. 382477a

22xA 41xA 21x1

**The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest**

**AN IMPORTANT NOTICE FOR PRINTERS**

8 point no. 382478

21xA 39xA 20x1

**Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slight**

**EXHIBITION AND SALE IN MARCH 1962**

10 point no. 382480

19xA 34xA 13x1

**Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slight**

**COMMERCIAL GRAPHIC ARTS**

12 point no. 382482

16xA 28xA 11x1

**The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century and its graceful unpretentious**  
**ECONOMICAL PUBLICITY**

42 point no. 382489

4xA 7xA 3x1

**High-class magazines**  
**DESIGN FOR PRINT**

60 point no. 382490

3xA 5xA 3x1

**Rocky Mountain**

72 point no. 382491

3xA 5xA 3x1

**PLUTONIUM**

14 point no. 382483

13xA 24xA 10x1

**Typography sends knowledge**  
**abroad as heaven sends rain**  
**FURNITURE CATALOGUE**

18 point no. 382485

8xA 16xA 8x1

**Modern Rectifier Tubes**  
**A VERY NICE HOME**

24 point small no. 382486

6xA 11xA 7x1

**English Dictionary**  
**PICTURE BOOK**

24 point large no. 382487

5xA 10xA 5x1

**Overseas tours**  
**BRANCH LINE**

30 point no. 382488

5xA 8xA 4x1

**Aerial survey**  
**STEWARDS**

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z / & \$

1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » « ( )

## Standard Extralight Extended

6 point small no. 383325

23xA 44xA 24x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial THE REPRODUCTION OF PAINTINGS IN COLOR

6 point large no. 383326

21xA 43xA 24x1

The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had SPORTING EQUIPMENT COMP. / ALBANY

8 point no. 383327

20xA 40xA 19x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had A MAGAZINE FOR HOUSE AND GARDEN

10 point no. 383329

19xA 36xA 15x1

The Graphis Annual presents in permanent form an international exhibition, as it were, of the best in advertising art. Graphis Press AMERICAN ADVERTISING STUDIOS

12 point no. 383331

14xA 27xA 11x1

Architecture and modern factories  
Fly around the world via Australia  
BRITISH OVERSEAS AIRLINE

14 point no. 383332

13xA 24xA 10x1

A New Movies by Walt Disney  
Young Graphic Artists in Eire  
THE FEDERAL BUILDING

18 point no. 383334

9xA 17xA 8x1

Periscoping the Nation  
Beauty of the Universe  
EXPORT TO FRANCE

24 point small no. 383335

6xA 12xA 7x1

A Journal of the Royal College of Art  
National Cotton Council of America  
THE ADVENTURE OF INDUSTRY

24 point large no. 383336

5xA 10xA 5x1

Full page color advertisements  
FESTIVAL PROGRAM 1962

30 point no. 383337

4xA 8xA 4x1

Line Composing Machine  
SPECIAL FORM RACKS

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p  
q r s t u v w x y z / & \$  
1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » « ( )

## Standard Light Extended

6 point small no. 382977

24xA 45xA 21x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and the graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after

THE ADVERTISING TECHNIQUE IN MEXICO

6 point large no. 382978

21xA 40xA 21x1

The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest

ADAPTABLE TO ANY CLASS OF WORKS

8 point no. 382979

20xA 38xA 17x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that

GOOD COLORED TYPOGRAPHIES

10 point no. 382980

17xA 34xA 13x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not atte

IMPORT OF SILK AND COTTON

24 point large no. 382987

5xA 9xA 4x1

Airlines Service for Travellers  
A JOURNAL OF TOURISM

30 point no. 382988

4xA 7xA 4x1

Films about North Africa  
COLOR EXPERIMENT

42 point no. 382989

3xA 6xA 3x1

University of Carlisle  
BRITISH CENTRE

12 point no. 382982

13xA 25xA 11x1

Theatres offer comedies, ballet  
opera during the season, variety  
shows and an attractive choice  
MANCHESTER GUARDIAN

14 point no. 382983

12xA 22xA 10x1

Our famous books are gifts  
A most graceful style script  
The Art Institute of Sydney  
FAIR OF GERMANY 1962

18 point no. 382985

8xA 14xA 8x1

Made of special steel  
Maker of Fine Clothes  
DECORATING ART

24 point small no. 382986

5xA 10xA 7x1

History of Bristol  
New Illustrations  
DEPARTMENT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z / & \$

1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » « ( )

## Standard Extended

6 point small no. 382504

23xA 44xA 24x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after  
MAGAZINE OF THE LEATHER INDUSTRIES

6 point large no. 382505

20xA 38xA 20x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the  
A MUSEUM FOR HISTORY OF KANSAS

8 point no. 382506

18xA 36xA 17x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate  
SILVER DINNER SETS ARE SHOWN

10 point no. 382507

16xA 30xA 13x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious  
MECHANICAL OPERATION

24 point large no. 382513

Our famous books are gifts  
ENVIRONS OF DURHAM

30 point no. 382514

4xA 7xA 4x1

Westminster Cathedral  
THE ARCHITECTURE

42 point no. 382515

3xA 6xA 3x1

Grosvenor Square  
HOTEL IMPERIAL

12 point no. 382508

12xA 24xA 11x1

The globes, atlases and maps of the present day are miracles of clarity, utility, and precision  
DECORATIVE MAPROOM

14 point no. 382509

11xA 22xA 9x1

It is surely a fact that the characteristic English illustrated book of the present  
NEW PICTURE BOOKS

18 point no. 382511

7xA 14xA 8x1

Printer and Publisher  
The Academy of Arts  
ADVERTISEMENT

24 point small no. 382512

5xA 10xA 5x1

Musical Society  
Fashion House  
EXPERIMENT

**A B C D E F G H I J K L**

**M N O P Q R S T U V W**

**X Y Z . , - : ; ' ! ? » « ( )**

**a b c d e f g h i j k l m n o**

**p q r s t u v w x y z / & \$**

**1 2 3 4 5 6 7 8 9 0**

## **Standard Extrabold Extended**

6 point no. 305506

18xA 34xA 15x1

**Standard, designed by the Berthold Foundry,  
originated in the last years of the 19th and  
NEW SCRIPTS FOR PRINTED WORKS**

8 point no. 305508

15xA 25xA 12x1

**The Standard Series, designed by  
the Berthold Foundry, originated  
BOOK EXHIBITION OF BOSTON**

10 point no. 305510

13xA 23xA 10x1

**Standard, designed by the  
Berthold Foundry, original  
GREAT PUBLIC LIBRARY**

12 point no. 305512

11xA 19xA 8x1

**Standard, designed by  
the Berthold Foundry  
PRINTING MACHINE**

14 point no. 305514

9xA 16xA 8x1

**Standard, the best  
modern Grotesque  
PRESSURE HEAD**

48 point no. 305548

**Steel building  
TECHNICIAN**

60 point no. 305560

3xA 5xA 3x1

**Small type  
PRODUCT**

18 point no. 305516

7xA 13xA 7x1

**Warehouse Article  
A NEW CHRYSLER**

24 point small no. 305520

6xA 9xA 5x1

**Paper Products  
DEPARTMENT**

24 point large no. 305524

5xA 7xA 4x1

**Gymnasium  
HOME RULE**

30 point no. 305528

3xA 6xA 4x1

**Steel Tank  
INDUSTRY**

42 point no. 305536

3xA 6xA 3x1

**First Aid  
PHYSIC**

3xA 5xA 3x1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z / & \$

1 2 3 4 5 6 7 8 9 0 . , - : ; ' ! ? » « ( )

## Standard Light Condensed

6 point no. 304705

44×A 78×a 36×1

The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but afterward it was neglected for some time because its true value was not appreciated. Perhaps austere beauty is the very essence of a good Grotesque type, and

DOUBLESREAD TRADE ADVERTISEMENT FOR CBS TV, SAN FRANCISCO

8 point no. 304706

36×A 65×a 30×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but afterwards it was neglected for some time because its true value was not appreciated. Perhaps austere

JOHN W. GRAYISH: BRITISH INDUSTRY JOINS THE FESTIVAL

10 point no. 304708

39×A 70×a 26×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but afterwards it was neglected for some time because its true value

A COMPLETE LIST OF THE APPEARING ARTISTS 1962

12 point no. 304710

31×A 55×a 21×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity by storm, but

A TRADITION OF CULTURE IN PRINTING ART

24 point large no. 304724

11×A 18×a 9×1

Many years ago when the technique of stencil duplicating began to win its place in economic life, much education and explanation work had to be done until the value and utility of this process were discovered by the public. 1962  
THE STANDARD MACHINE FOR HAND OPERATION

14 point no. 304712

26×A 46×a 17×1

There is a superficial contradiction, but fundamental logic, in the two principal contributions of this century to typography. On the one hand, the conception of the page has changed radically. No longer are types automatically arranged in a formal, strictly pattern  
POSTER DESIGN FOR SWISS SKI BINDINGS

18 point no. 304716

17×A 32×a 13×1

A spot of color here and there will double the value of printing. Many new and beautiful types are displayed in this new catalogue. Full color trade press announcement of the International Silk Congress 1962, New York  
MODERN COLORED TYPOGRAPHIES

24 point small no. 304720

14×A 22×a 10×1

There is another important aspect to bear in mind. Good design is the keynote of all industrial exhibits save those which illustrate theme  
Beautiful homes of Great Britain  
CHIEF RESEARCH ENGINEER

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z . , - : ; ' ! ? » « ( )

a b c d e f g h i j k l m n o p q r s t u v

w x y z / & \$ 1 2 3 4 5 6 7 8 9 0

## Standard Condensed

8 point no. 383031

32×A 58×a 26×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial publicity

EDUCATIONAL INSTITUTION OF HIGHEST CHARACTER

10 point no. 383032

29×A 54×a 23×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that

A CINEMA SHOW, A BRILLIANT PRODUCTION

12 point no. 383033

24×A 45×a 19×1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not

SPLENDID PERFORMANCE BY DISNEY

14 point no. 383034

22×A 41×a 15×1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretenti

THE MODERN PRINTING OFFICES

42 point no. 383040

The great Atomic Energy Program 1962  
MORE DRIVE FOR GAS TURBINES

48 point no. 383041

Travel first class PACIFIC LINES

60 point no. 383042

KING ROYAL new models

18 point no. 383036

15×A 29×a 12×1

Globes, atlases and maps of the present day are miracles of clarity and precision

ATLANTIC TRANSPORT AIRLINE

24 point small no. 383037

12×A 20×a 10×1

Around the world in five weeks  
Exhibitions of Printing Machines  
NEW EXPOSITION IN LIMA

24 point large no. 383038

10×A 17×a 9×1

Export to Foreign Countries  
PRODUCTION OF IRON

30 point no. 383039

9×A 15×a 8×1

Outline of Irish History  
CULTIVATED LAND

7×A 12×a 7×1

6×A 9×a 5×1

4×A 7×a 5×1

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z . , - : ; ' ! ? » « ( )

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## Standard Medium Condensed

8 point no. 381507

31xA 60xA 28x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its  
NEW SIGN FOR QUALITY PETROLEUM PRODUCTS AND SERVICE

10 point no. 381214

35xA 63xA 24x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest  
AGRICULTURAL EXHIBITIONS OF SAN FRANCISCO

12 point no. 380202

26xA 49xA 20x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and  
KODAK — THE OLDEST FILM AND CAMERA

14 point no. 380203

23xA 44xA 15x1

The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century  
EXPORT OF COLONIAL GOODS 1962

18 point no. 280204

16xA 30xA 13x1

The Standard, designed by the Berthold  
DECORATIVE MAP OF AMERICA

60 point no. 380209

5xA 10xA 7x1

# Metropolis of the British Empire LONDON AND ITS ENVIRONS

72 point no. 380210

5xA 7xA 5x1

# Geographical Introduction THE MEDITERRANEAN

24 point no. 380205

12xA 22xA 10x1

## Magazine of the Leather Industries PRINTERS AND PUBLISHERS

30 point no. 380206

10xA 16xA 9x1

## Better Homes and Gardens POSTAL INFORMATION

36 point no. 380207

8xA 12xA 8x1

## United Mine Workers LINE OF BUSINESS

42 point no. 380208

8xA 12xA 8x1

## France and Portugal ARCHITECTONIC

**A B C D E F G H I J K L M N O P**

**Q R S T U V W X Y Z . , - : ; ' ! ? » « ( )**

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**u v w x y z / & \$ 1 2 3 4 5 6 7 8 9 0**

## **Standard Bold Condensed**

8 point no. 381510

30xA 55xA 26x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after its appearance, this type face had taken industrial  
**A COMPLETE LIST OF THE APPEARING ARTISTS**

10 point no. 381511

29xA 51xA 21x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that affinity in the slightest. Soon after  
**SPEND YOUR HOLIDAYS IN SCOTLAND!**

12 point no. 381513

22xA 40xA 17x1

Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious  
**NATIONAL EMERGENCY COUNCIL**

14 point no. 381514

20xA 35xA 13x1

Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful  
**UNITED ELECTRICAL WORKERS**

60 point no. 381521

4xA 7xA 4x1

**Competition for Shippers  
EXCHANGE BROKERS**

72 point no. 381522

4xA 6xA 4x1

**Diesel Locomotives  
MOTOR INDUSTRY**

18 point no. 381516

12xA 21xA 11x1

**Works Progress Administration  
PRINTER AND PUBLISHER**

24 point small no. 381517

10xA 16xA 10x1

**Joint Export Import Agency  
LANDING CRAFT TANK**

24 point large no. 381518

8xA 14xA 9x1

**Bachelor of Literature  
GENERAL SERVICE**

30 point no. 381519

7xA 12xA 7x1

**Continental Railway  
DOVER/GLASGOW**

42 point no. 381520

6xA 10xA 5x1

**Map of America  
PHONOGRAPH**

**A B C D E F G H I J K L M N O P Q**

**R S T U V W X Y Z . , - : ; ' ! ? » « ( )**

**a b c d e f g h i j k l m n o p q r s t**

**u v w x y z / & \$ 1 2 3 4 5 6 7 8 9 0**

## **Standard Extrabold Condensed**

8 point no. 30 56 08

25×A 45×a 19×1

**Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious outlines do not attempt to repudiate that CATALIST SYSTEM FOR ETHYLENE POLYMERS**

10 point no. 30 56 10

23×A 40×a 15×1

**Standard Series, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful unpretentious PHOTOGRAPHS OF ARCHITECTURE**

12 point no. 30 56 12

20×A 35×a 13×1

**The Standard, designed by the Berthold Foundry, originated in the last years of the 19th century, and its graceful SCHOOL OF DESIGN FOR WOMEN**

14 point no. 30 56 14

17×A 30×a 11×1

**Standard Series, designed by the Berthold Foundry, originated in IMPORTED FROM MEXICO**

48 point no. 30 56 48

# **New Expositions in Rio CONSULATE GENERAL**

60 point no. 30 56 60

# **Industrial Product MARKET REPORT**

18 point no. 30 56 16

14×A 25×a 12×1

## **Magazine of the Leather Industries FILMS ABOUT NORTH AFRICA**

24 point small no. 30 56 20

11×A 15×a 9×1

## **Pioneer of twin wire paper FIRST TIME IN AMERICA**

24 point large no. 30 56 24

9×A 13×a 8×1

## **Periscoping the World SOUTHERN RAILWAY**

30 point no. 30 56 28

7×A 11×a 7×1

## **Interior Decoration SHELL GASOLINE**

42 point no. 30 56 36

6×A 9×a 5×1

## **British Optical TRADE MARK**

4×A 7×a 4×1

a



b

## Other popular Berthold faces

c

*Boulevard*

*Palette*

**City Series**

*Caprice*

*Signal Series*

POST TITLE / Roman

**Dynamic**

**SOLEMNIS**

*Ariston Light / Medium*

*Derby*

Post Mediaeval Series

**Reiner Black**

**REGINA**

**Normande Series**

**TRADITION**

Walbaum Series

Imported and distributed by: